

RTD Tea in Romania

December 2023

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RTD Tea in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid off-trade volume growth for RTD tea, boosted by on-the-go consumption Ongoing competition from juices hinders the performance of RTD teas Variety expands as players launch interesting flavour mixes within RTD tea

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Steady volume growth driven by new flavour innovations on the landscape Sugar tax and health trends boost demand for reduced sugar Players invest in social media and digital campaigns to drive interest

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